

Visioning Advisory Committee (VAC) Minutes – Meeting #4
City of Beaverton
June 6, 2009

Members Present:

Jennifer Browning	Kevin Hoover
Rhonda Coakley	Jeff Lancaster
Mike Ewing	Christine Lau
Mark Fagin	Melissa Meyer
Jolene Guptill	Rick Yates
Jaann Hoisington	

Excused Absences: Jerry Jones and Penny Neil

Project Team: Holly Thompson and Erin Gordenier, City of Beaverton; Jason Robertson, Barney & Worth

Guests: Randy Ealy, Assistant to the Mayor; Marc San Soucie, Beaverton City Councilor; Jerome Yoman; Nathan Randal

Meeting called to order by Chair Mark Fagin at 7:01 PM.

1. Welcome (Fagin)

Agenda & Minutes: The May 2009 minutes were approved with no changes. The minutes will be posted on the city's website with all other VAC agendas and minutes:
<http://www.beavertonoregon.gov/departments/visioning/committee.aspx>.

Randy Ealy: The new Assistant to the Mayor introduced himself and met the members of the Visioning Advisory Committee. He said that he's seen many past successes due to active citizen groups. He discussed his goal of helping Mayor Doyle and the City Council accomplish their vision for the City. The VAC members introduced themselves and stated their connections to Beaverton and why they were interested in visioning.

Message from Mark: Mark Fagin encouraged the committee not to lose sight of where we're going. He reviewed the process of developing an action plan, which will be the product of this advisory committee, and that plan will form the basis of implementing the vision from the citizens.

2. Project Team Updates (Thompson)

City Happenings Update:

The City will hold a free public recycling day for hard-to-recycle items on Saturday, June 13 at the Westgate property. Food donations are welcomed.

The Mayor's Giving Garden is being planted this week by volunteers. Rhonda Coakley shared that 100% of the produce will be donated to local food banks, and invited VAC members to participate.

The Beaverton Arts Commission presented the public art plan at the June 1 City Council meeting. Kevin Hoover reported on the presentation. The plan report referenced the visioning process and used information collected from earlier outreach meetings.

Video Preview: The committee watched and gave positive reviews to the new Beaverton Community Vision video, produced in association with Tualatin Valley Community Television, which featured several VAC members. The video has now begun airing on the local public access station, and should soon be available to watch online.

Holly said that the project team hopes to make a video at least once a year. Jason said that we plan to start collecting person-on-the-street interviews with citizens talking about their visioning ideas for the next video.

Website Update: The new visioning website, www.beavertoncommunityvision.com, is currently under construction. Holly Thompson asked for committee members interested in assisting with the site. Melissa Meyer, Rick Yates, and Christine Lau volunteered to advise on website content. In the meantime, the city-hosted visioning site is up-to-date with upcoming community events and a link to the online visioning survey.

3. Speakers Bureau and Community Events Update (Thompson)

VAC Feedback: Members of the VAC have participated in 12 speakers bureau presentations and community events so far. Holly asked for feedback on how things are going.

Jaann Hoisington created question cards to prompt audience ideas at presentations. They have been very effective with the high school groups, and are available for others to use. She will continue to develop different questions tailored to specific audiences.

Mark Fagin talked about the placement of the booth at the farmers market. Being close to the band one week made it difficult to hear and converse with citizens, but being further away made the visioning booth less visible to the public.

Rhonda Coakley remarked that there have not been many surprises—there are common themes that come up in each presentation.

Openings in the Schedule: Erin Gordenier reviewed the upcoming presentations and community events, and asked for volunteers to fill open spaces in the calendar. She will send an updated list by email.

Budget Metrics: The city budget annually measures various metrics for each program. The visioning program is on track for many of its fiscal year 2009 goals, including number of VAC meetings. The program has also exceeded many goals including number of volunteer hours (projected: 270; actual to date 240, with 40 more expected), and number of presentations (projected: 38; actual: 61) for the year.

Multi-Language Outreach Update: An informational Spanish poster, with the same information and citizen comments as the English display board, was very popular at the recent Fiesta Night. Melissa Meyer gave a brief report on the Fiesta Night event, which was held at the Spanish/English two-way immersion Aloha Huber Park School. Attendees wrote comments on the idea board in Spanish and English. Melissa said it's important to show we're interested in the voices of all people in Beaverton. Kevin Hoover suggested we take the Spanish sign to all events. Erin and Melissa were recognized for their work on the poster.

Holly reported that some city staff had met internally to discuss translation needs and standards for various city programs, and concluded that the visioning program should continue with its multi-language work as needed. The VAC members discussed the need for guidelines as to what is translated and what is not. Jason suggested a worksheet with language groups by population percentage, and various visioning publications and materials. Three volunteers—Mark Fagin, Kevin Hoover, and Christine Lau—will meet with the project team to establish some translation guidelines. The committee agreed that multi-language outreach is important for visioning.

Social Networking: Holly reported that some city staff had also met internally to gather information and discuss implications of social networking. A common concern is the amount of staff time needed to maintain and update social networking media. In addition, the government has records retention requirements that could be complicated to comply with if data is hosted on the social networking site. City staff, including Holly, will be attending upcoming conferences to gather more information. Holly committed to sharing the information learned at the upcoming trainings.

Outreach Communications Plan: VAC members reviewed a list of current and planned outreach, including community events, speakers bureau presentations, marketing materials, print publications, videos, website, fall open house, and others. Members were encouraged to bring up anything missing from the outreach plan.

Friends of the Vision: VAC members have asked what to do with people who are interested in participating in the visioning process. Jason said that it will evolve with the program, and there will be opportunities for volunteers to help in ways that will keep the VAC members from being overburdened—for instance, distributing door hangers advertising visioning events. He said we should increase community participation but keep the volunteers narrowly focused due to the already broad and complex management task facing City staff. Partners to help implement the action plan will also be needed – and interested parties may belong to groups that will help get things done.

Holly said there will be a quarterly email newsletter for friends of the vision, and we will continue to collect email addresses from people who express interest at community events and speakers bureaus. Jolene Guptill requested that the email addresses not be automatically shared with other city mailing lists, which other members agreed with.

Jason gave the two citizen guests in attendance an opportunity to speak about their interest in Beaverton Community Vision.

4. Fall Event Planning (Thompson)

Subcommittee: Holly asked for several members to form a subcommittee to plan the October community event. Jaann Hoisington, Mark Fagin, Mike Ewing, and Rick Yates volunteered.

5. Action Teams (Robertson)

Revised Timeline: Jason reviewed the revised work plan. The action teams will be delayed slightly. Summer is traditionally a difficult time to meet, and a new task has been added before the action teams convene: After Jason has sorted the comments received to date, a survey newsletter will go out to Beaverton households to determine the community's priorities. This will help narrow down the number of items each action team will consider. Most importantly, he added, the action teams will be working with a more complete set of data, beginning their work after the conclusion of the extended outreach phase.

Christine Lau stressed the importance of representing all populations of Beaverton on the action teams.

6. VAC Updates

None.

7. Public Comment

Nathan Randal, one of the citizens in attendance, said that he was disappointed to find a lack of people involved in his neighborhood association committee, and so few members of the public at the VAC meeting. He wondered why citizens are not more involved.

Meeting adjourned at 9:02 PM.

Next Meeting: Wednesday, June 1, 7 PM, 2nd floor conference room, City Hall.

Approved: Minutes approved at September 2, 2009, VAC meeting.